

Google SA's top search of 2016 was... Pokemon Go

Google has announced its annual Year in Search. Previously called Google Zeitgeist, it gives a snapshot of the trends, people and happenings that captured the nation's interest during the year.



Image via YouTube

This year's overall trending searches from South Africa have a decidedly global feel. Where last year's top searches - loadshedding and xenophobia - were distinctly local issues, this year's top searches show South African eyes are turned to the world at large, not just at home.

The top trending searches for South Africa for 2016 include Pokemon Go, Euro 2016, Olympic Games Rio 2016 and Donald Trump. Local news only gets a look in at number five on the list - Election Results - and that could refer to the local or the US elections.

Jacob Zuma and Public Protector topped the top trending South African politicians and prominent figures list.

Mandoza and Gugu Zulu, both of whom passed away this year, topped the top trending South African celebrities lists.

Top trending overall searches:

1. Pokemon Go

2. Euro 2016
3. Olympic Games Rio 2016
4. Donald Trump
5. Election Results
6. Mandoza
7. IEC
8. Mall of Africa
9. Caster Semenya
10. US Elections 2016

Top trending South African politicians and prominent figures:

1. Jacob Zuma
2. Public Protector
3. Gupta family
4. Thoko Didiza
5. Mcebo Dlamini
6. Pravin Gordhan
7. Sipho Pityana
8. Brian Molefe
9. Thuli Madonsela
10. Khwesi

Top trending South African celebrities:

1. Mandoza
2. Gugu Zulu
3. Emtee
4. Babes Wodumo
5. Gareth Cliff
6. Nasty C
7. Rapulana Seiphemo
8. Nyembezi Kunene
9. Ayanda Mabulu
10. Duke Soul

Top trending South African TV shows:

1. Cash Gang
2. Uzalo
3. Muvhango
4. Isibaya
5. Idols SA
6. Beintehaa
7. Bigg Boss 9
8. Skeem Saam
9. The Voice South Africa
10. Antara Nur Dan Dia

Top trending 'how tos':

1. How to download pokemon go

2. How to build a strong business relationship
3. How to lose belly fat
4. How to heat up cosmetic oil for production
5. How to remove bookmarks
6. How to make slime
7. How to tie a doek
8. How to deal with poor confidence
9. How to cope with being alone
10. How to prepare battered jackfruit

Top trending 'what is' searches:

1. What is Pokemon Go?
2. What is Java?
3. What is globalisation?
4. What is a blesser?
5. What is Brexit?
6. What is the weather today?
7. What is meant by restorative justice?
8. What is research?
9. What is a dependent variable?
10. What is biome?

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